

PROJECT CO-FINANCED BY THE EUROPEAN UNION FROM THE EUROPEAN REGIONAL DEVELOPMENT FUND PRIORITY AXIS II SUPPORT FOR ENVIRONMENT AND POTENTIAL OF ENTERPRISES TO CONDUCT R&D&I ACTIVITY MEASURE 2. 3 PRO-INNOVATIVE SERVICES FOR ENTERPRISES SUB-MEASURE 2. 3. 5 DESIGN FOR ENTREPRENEURS INTELLIGENT DEVELOPMENT OPERATIONAL PROGRAM 2014-2020

Manufaktura BB sp. z o. o. is implementing a project co-financed from the European Funds "Increase of competitiveness of Manufaktura BB sp. z o. o. through diversification of activities - implementation of modern, innovative modular upholstery furniture collection and a set of sofas and armchairs developed under the project into production."

As part of the project, a design service will be purchased, consisting in the development of new products - a functional modular collection, enabling the creation of various sectionals and sofa combinations and a new set of sofas and armchairs. The project will be implemented in several stages, which will consist of, among others to:

- conducting a preliminary audit to verify the potential of Manufaktura BB and analysing the market environment in terms of the validity and scope of new design projects;
- defining a strategy for further actions necessary to develop a new design, prototyping and testing;
- designing two collections;
- developing all technical details, calculating the product manufacturing costs and determining the selling price;
- preparing products for certification and claiming patterns.

The goal of the project is to strengthen the competitiveness of the company. The goal will be achieved by developing, as a result of cooperation with designers, an original design for a collection of modern innovative modular upholstery furniture and a set of sofas and armchairs and implementing them into production. The implementation of the project will allow to introduce to the Company's offer products, the functional and technical values will allow to appear on new market segments, including commercial ones, will be in line with the trends of the modern market, as well as will be a real response to the needs reported by the end users.

Total project value: 1 726 920. 00 PLN

EU co-financing: 794 000. 00 PLN